

INTERACTIVE TELEVISION SYSTEM WITH TEMPLATES FOR  
MANAGING VENDOR-SPECIFIC VIDEO-ON-DEMAND CONTENT

Abstract of the Invention

An interactive television system is provided in which a user can use an interactive television application to access and request media-on-demand programming from one or more specific vendors. The interactive television application may display vendor-specific interface screens that allow the user to access and request content from a particular vendor. The application may generate a vendor-specific interface screen by incorporating vendor-specific interface elements into an interface template. The template may include vendor-invariant interface elements and attributes for the incorporated elements. The generated vendor-specific interface screen may then be displayed on the user equipment. The system may also include a remote server to provide vendor-specific interface elements and templates to the application, and memory on the user equipment where these elements and templates may be stored.